

## **Annex 3 Policy on cookies and other marketing techniques and social media**

### **Article 1 Cookies Policy**

1. The Website uses cookie files.
2. Cookie files (so called "cookies") are IT data, in particular text files, which are stored in the final device of Website User and are intended for use on the Website. Cookies usually contain the name of the website from which they originate, their storage time on the terminal device and a unique number.
3. The entity placing cookies on the Website User's device and accessing them is the Website Administrator.
4. Cookies are used for:
  - 1) maintaining a session of the Website user (after logging in), thanks to which a User does not have to re-enter his/her login and password on each subpage of the Website,
  - 2) the achievement of the objectives set out below under "Relevant marketing techniques", i.e. to improve site navigation, analyse site usage, and assist in marketing activities of the Website Administrator. There are two main types of cookies used on the Website: "session cookies" and "persistent cookies". Session cookies are temporary files that are stored on the User's device until logging out, leaving the website or switching off the software (web browser). Persistent cookies are stored in the User's device for the time specified in the parameters of the cookies or until they are deleted by the User.
5. Web browsing software (internet browser) usually allows the storage of cookies on the User's device by default. Users of the Website may change their settings in this respect. The web browser allows the removal of cookies. It is also possible to block cookies automatically. Details can be found in the help or documentation of the web browser.
6. Restrictions on the use of cookies may affect some of the functionality available on the Website.
7. Cookies placed in the Website User's device can also be used by entities cooperating with the Website Operator, in particular this concerns companies: Google (Google Ireland Limited).
8. The login and entry points for personal data are protected in the transmission layer (SSL certificate). This ensures that the personal and login data entered on the Website are encrypted on the user's computer and can only be read on the target server.
9. In order to protect the data, the Website Administrator regularly makes back-up copies.
10. An important element of data protection is the regular updating of all software used by the Website Administrator to process personal data, which in particular means regular updates of programming components.

### **Article 2 Relevant marketing techniques**

1. The Website Administrator uses statistical analysis of website traffic, via Google Ireland Limited. The Website Administrator shall not transmit personal data to the operator of this service, but only anonymised information. The service is based on the use of cookies on the User's device. With respect to information about user preferences collected by the Google advertising network, the User can view and edit the information resulting from the cookies using a tool: <https://www.google.com/ads/preferences/> in the User's device.

2. The Website Administrator uses a solution to study User behaviour by creating heat maps and recording behaviour on the website. This information is anonymised before it is sent to the service provider so that the service provider does not know which individual it relates to. In particular, typed passwords and other personal data shall not be recorded.

### **Article 3 Social media plugins**

The Website Administrator uses the Facebook, LinkedIn and Instagram social network plugins. If the Website user does not want to allow Facebook, LinkedIn or Instagram to associate the data collected through the Website directly with the User's account on these websites, the User is required to log out of Facebook, LinkedIn and Instagram before accessing the Website. Social media plugin technology causes Facebook (Facebook Ireland Ltd.), Instagram (Facebook Ireland Ltd.), LinkedIn (LinkedIn Ireland) to know that a person registered therein is using the Website. In this case, it relies on data for which it is joint controller. The Website Administrator shall not pass on any additional personal data to Facebook, LinkedIn, Instagram. The service is based on the use of cookies.